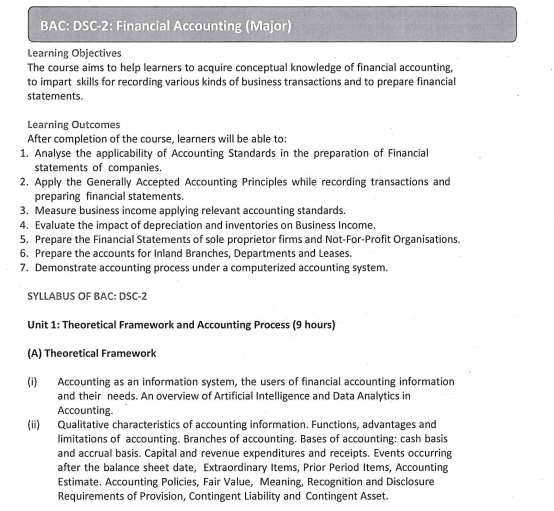
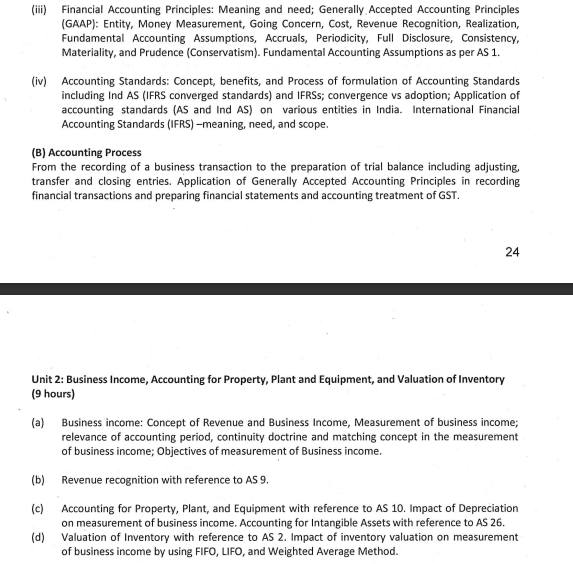
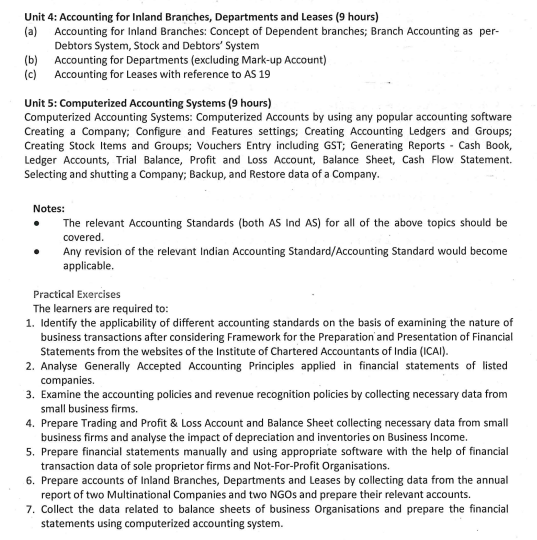
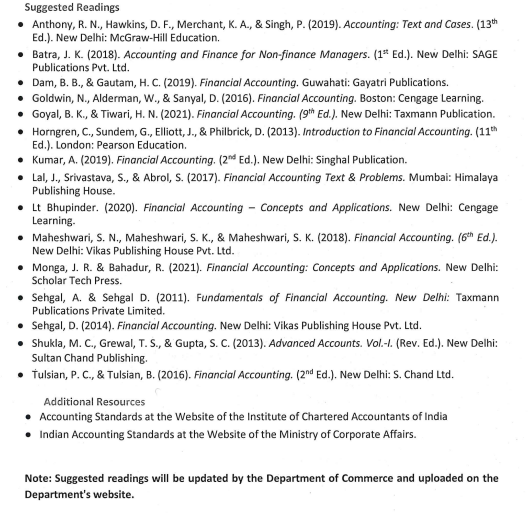
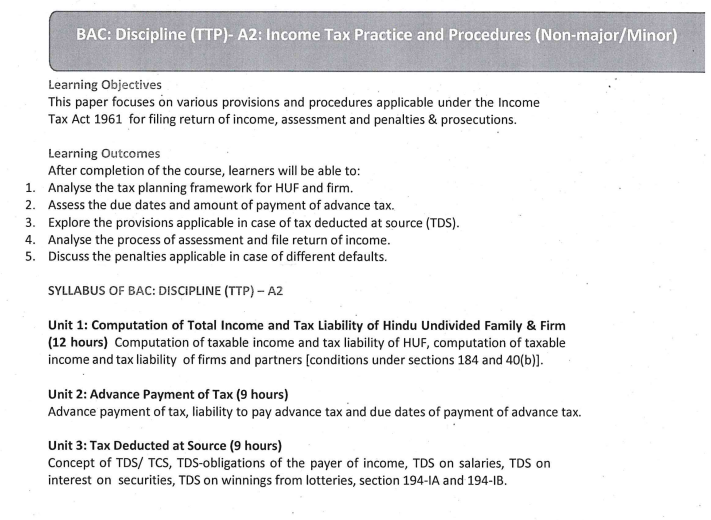
**(Semester II)**

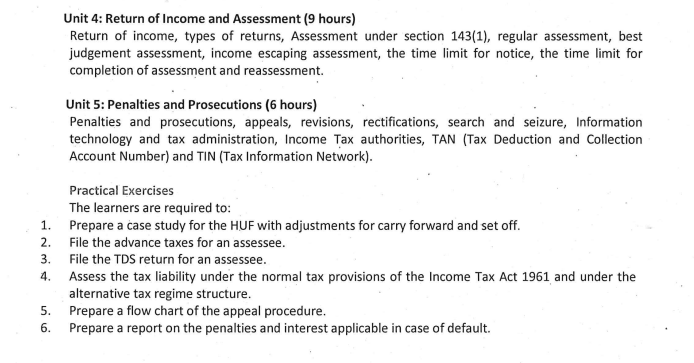
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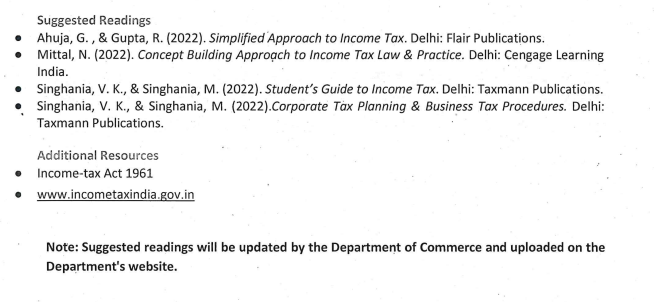
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**(Semester IV)**

1. **BAC: Discipline (TTP) – A4: Fundamentals of Corporate Tax Planning (Non-Major/Minor)**

**Learning Objectives**

This paper aims to provide basic knowledge of corporate tax in India and its effectiveness in tax planning.

**Learning Outcomes**

After completion of the course, learners will be able to:

1. Recognise the concept of tax planning, tax management and tax avoidance.

2. Interpret the application of minimum alternate tax.

3. Explore the benefits and incentives available to companies to start a new business.

4. Recognise the implications of tax provisions for a company with respect to capital

structure decisions

5. Identify the need for tax planning with respect to specific management decisions.

**SYLLABUS OF BAC: Discipline (TTP) – A4**

BAC: Discipline (TTP) – A4: Fundamentals of Corporate Tax Planning

(Non-Major/Minor)

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Unit 1: Tax Planning Concepts and Types of Companies (5 hours)

Tax planning, tax management, tax evasion and tax avoidance; types of companies; residential

status of companies and tax incidence.

Unit 2: Assessment of Companies (13 hours)

Carry forward and set off of losses in case of certain companies; deductions available to

corporate assesses, Computation of total income and tax liability of companies and minimum

alternate tax.

Unit 3: Tax Planning with reference to setting up of a new business (9 hours)

Location of business; nature of business and form of ownership: firm/LLP vs company;

Unit 4: Tax Planning with reference to financial management decision (9 hours)

Tax planning with reference to capital structures and bonus shares.

Unit 5: Tax Planning with reference to specific management decisions (9 hours)

Tax planning with reference to purchase vs. lease of an asset and make vs. buy.

**Exercises**

The learners are required to:

1. Discuss case studies on tax evasion and tax avoidance.

2. Prepare a report for a hypothetical company which is non-resident in India and represent

the incidence of tax for the case.

3. Discuss provisions on minimum alternate tax as per the recent budget.

4. Specify the benefits available to a start-up company opting for operations in Northeast

India.

5. Develop a tax saving plan for a newly incorporated company for raising capital.

6. Prepare a case study indicating the impact of managerial decisions on the tax liability of

the company.

7. Compare the choice of a company to purchase a plant or to lease the same from a tax

savings point of view.

**Suggested Readings**

● Ahuja, G., & Gupta, R. (2019). Simplified approach to corporate tax planning &

management. Delhi, India: Wolters Kluwer India Pvt. Ltd.

● Singhania, V.K., & Singhania, M. (2022). Corporate tax planning & business tax

procedures. Delhi, India: Taxmann Publications.

Additional Resources

● Income-tax Act 1961

● www.incometaxindia.gov.in

Note: Suggested readings will be updated by the Department of Commerce and

uploaded on Department’s website.

1. **BAC: DSC-4: Principles of Management (Major)**

**Learning Objectives**

The course aims to equip learners with essential management related knowledge and skills and

their applicability in the real world.

**Learning Outcomes**

After completion of the course, learners will be able to:

1. Discuss evolution of management and its significance.

2. Analyse applicability of managerial functions.

3. Assess the significance of planning and organising in business.

4. Interpret the role of directing in business.

5. Analyse the importance of controlling function and discuss contemporary issues in

management.

**SYLLABUS OF BAC: DSC-4**

Unit 1: Introduction to Management (9 hours)

Principles of management - concept, nature and significance; Evolution of Management

thought: Classical (Fayol’s principles of management; Taylor’s scientific management),

Neoclassical (Hawthorne Experiments), Modern approach (Systems Approach; Contingency

Approach).

Unit 2: Functions of Management (7 hours)

Management functions and their relationship- planning, organizing, staffing, directing and

controlling; Coordination - concept, characteristics and importance; Functional areas of

management – an overview.

Unit 3: Planning and Organizing (11 hours)

Planning- meaning, strategic and operations planning; Decision-making- concept, importance

and bounded rationality; Organizing- division of labor & specialization; Organisational

structures- traditional and modern; Factors affecting organisational design.

Unit 4: Directing (11 hours)

BAC: DSC-4: Principles of Management (Major)

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Concept and theories of Motivation- Maslow’s need hierarchy, Herzber’s two-factor theory,

Theory X&Y; Leadership-meaning and importance, leadership styles, Transactional and

transformational leadership; Communication- meaning and importance.

Unit 5: Controlling and Contemporary Issues in Management (7 hours)

Principles of Controlling, performing controlling function; Management challenges of the 21st

Century; Century; Factors reshaping and redesigning management purpose, performance and

reward perceptions- Internationalization; Digitalization; Entrepreneurship & innovation;

Workplace Diversity

Exercises:

The learners are required to:

1. Assess the applicability of managerial theories in today’s corporate world.

2. Demonstrate the use of managerial functions in organizing an event.

3. Prepare a comparative analysis of organization structures of various companies.

4. Demonstrate various types of leadership styles in form of role play and identify the

motivation techniques used by leaders.

5. Discuss the impact of emerging issues in management.

Suggested Readings:

● Drucker, P. F. (1954). The Practice of management. New York, United States: Harper

& Row.

● Drucker, P. F. (1999). Management challenges for the 21st Century. New York, United

States: HarperCollins Publishers Inc.

● Griffin, R.W. (2011). Management principles and application. Massachusetts, Unites

States: Cengage.

● Koontz, H., & Weihrich, H. (2012). Essentials of management: An international and

leadership perspective. New York, United States: McGraw Hill Publications.

● Kumar, P. (2019). Management: principles and applications. Delhi: JSR Publication

House LLP.

● Laasch, O. (2022). Principles of management. California, United States: Sage

Textbook.

● Mahajan, J.P., Mahajan, A., & Dewan, D. (2017). Management principles and

applications. Uttar Pradesh, India: Vikas Publications.

● Rao, V.S.P. (2017). Management Principles and Applications. Delhi, India: Taxmann

Publications.

● Vasishth, N., & Rajput, N. (2016). Principles of management. Delhi: Kitab Mahal.

Note: Suggested readings will be updated by the Department of Commerce and uploaded

on Department’s website

**(Semester VI)**

1. **Discipline Specific Elective Paper 6(b): SEMESTER -VI**

**Indirect Taxes- Customs Act & Procedures**

Duration: 3 Hrs. Marks: 100 Credits: 6

Course Objective

To enable an understanding of various provisions, documents and procedures under Customs law

Course Learning Outcomes

After completing the course, the student shall be able to:

CO1: know the basic concepts of customs act.

CO2: compute the assessable value for charging customs duty.

CO3: understand the meaning and procedures of import and export.

CO4: know the documentation related to customs duties.

CO5: understand export promotion schemes and importance of special economic zones

Course Contents

Unit I

Important terms and definitions under the Customs Act

Unit II

Types of duties; procedure to compute effective rate of duty

Unit III

Types of import - import of cargo, personal baggage and stores, courier and post

Unit IV

Clearance procedure including filing of relevant documents; Steps and documents to be

prepared; Penalties and prosecution

Unit V

Export promotion schemes; Duty drawback; EOU; Special Economic Zones

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References

• Ahuja, Girish and Ravi Gupta. GST and Customs law. Flair Publications

• Singhania, Vinod K. GST and Customs law. Taxmann Publications Pvt. Ltd., New Delhi

Additional Resources

• Datey, V S , Customs law. Taxmann Publications Pvt. Ltd., New Delhi

• Rafi Mohammad , Indirect Taxes , Bharat Law house

1. **PAPER 6(a): SEMESTER –VI**

**Personal Selling & Salesmanship**

Duration: 3 hrs. Marks: 100 Credits: 4

Course Objectives

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The purpose of this course is to familiarize the students with the fundamentals of personal selling

and the selling process. They will be able to understand selling as a career and what it takes to be

a good salesperson. They will be able to learn the various theories of selling and motivation.

Course Learning Outcomes

After completing the course, the student will be able to:

CO1: explain the concepts of personal selling, roles and opportunities for sales persons.

CO2: understand the theories, models and approaches of selling.

CO3: comprehend the meaning of motivation in the context of personal selling.

CO4: describe the role of a salesperson in entire personal selling process in order to develop a

customer oriented attitude in selling.

CO5: learn various sales reports and ethical issue in selling.

Course Contents

Unit I: Introduction to Personal Selling

Nature and Importance of Personal Selling; Differences among Personal Selling, Salesmanship

and Sales Force Management; Role of Personal Selling in CRM; Qualities of a good salesperson;

Types of Selling Situations; Types of Salespersons; Career Opportunities in Selling; Measures for

making selling an attractive career.

Unit II: Theories of Selling

AIDAS Model of Selling; Problem Solving Approach; Right Set of Circumstances Theory and

Modern Sales Approaches.

Unit III: Buying Motives

Concept of Motivation; Maslow's Theory of Need Hierarchy; Buying Motives and their uses in

Personal Selling.

Unit IV: Personal Selling Process

Prospecting; Pre Approach; Approach; Presentation and Demonstration; Handling of Objections;

Closing the Sale; Follow-Up.

Unit V: Sales Planning and Control

Sales Reports and Documents; Various Ethical Issues in Selling.

References

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• Buskirk, R. A. B. D. Buskirk, F. A. Russell (1988), Selling: Principles and Practices,

McGraw-Hill.

• Futrell, Charles (2013), Fundamentals of Selling, McGraw Hill Education.

• Kapoor, Neeru (2008), Advertising and Personal Selling, Pinnacle.

Note: Latest edition of the books should be used.

Additional Resources

• Castleberry, S.B. and Tanner, J. F. (2013), Selling: Building Relationships, McGraw Hill

Education.

• Belch, G. E., M. A. Belch and Purani K. (2009), Advertising and Promotion: An Integrated

Marketing Communications Perspective, McGraw Hill Education.